AMENDMENTS TO THE CLAIMS

1.   (Currently amended) A method of encouraging customers to provide reviews of purchased items, the method comprising:

receiving over a network an order from a first customer for an item purchased from an electronic catalog;

estimating by what date the first customer will have at least initially evaluated the item based at least on the item type;

initiating an electronic transmission, based at least in part on the estimated date, to the first customer on or after the estimated date of a message requesting the first customer to provide a review of the item to thereby encourage the first customer to provide at least one review, wherein the message includes a link to an electronic review form and activation of the link by the first customer causes the review form to be presented to the first customer;

receiving the review from the first customer electronically via the review form;

individually presenting the first customer review in a group of reviews to a second customer interested in the item; and

~~using a collaborative filter which,~~ based at least in part on the first customer's review, ~~provides the first customer personalized recommendations for items similar to the reviewed item~~ using a collaborative filtering process to automatically generate personalized recommendations for the first customer of other items.

2.   (Original) The method as defined in Claim 1, wherein the review is a numerical rating.

3.   (Previously presented) The method of Claim 1, wherein the review includes a textual review comprising a plurality of words provided by the first customer.

4.   (Currently amended) The method of Claim 1, wherein the review [[is]] comprises a textual review, and the method further comprises, in conjunction with presenting the textual review to other customers, indicating that the textual review comes from a purchaser of the reviewed item.

5.   (Previously presented) The method as defined in Claim 1, further comprising offering the first customer a reward in exchange for providing a review, wherein the reward is provided if the review satisfies a first condition.

6.   (Original) The method as defined in Claim 1, wherein the review request is provided via e-mail.

7.   (Previously presented) The method as defined in Claim 1, wherein the group of reviews are ordered based on at least a first reviewer characteristic.

8.   (Previously presented) The method of Claim 1, wherein the first customer review is presented via a Web page to the second customer in association with a name of the first customer.

9.   (Previously presented) The method as defined in Claim 1, wherein the link is a hyperlink to the review form.

10.   (Canceled)

11.   (Previously presented) The method as defined in Claim 1, further comprising requesting the first customer to review a seller of the purchased item on or after the estimated date.

12.   (Previously presented) The method as defined in Claim 1, further comprising:

.   receiving at least one e-mail address provided by the first customer, the email address being that of a person other than the first customer; and

forwarding the review to the e-mail address.

13.   (Currently amended) A method of encouraging customers to provide reviews of purchased items, the method comprising:

receiving over a network an order from a first customer for an item purchased from an electronic catalog;

estimating by what date the first customer will have at least initially evaluated the item based at least on the item type;

initiating an electronic transmission, based at least in part on the estimated date, to the first customer on or after the estimated date of a message requesting the first customer to provide a review of the item to thereby encourage the first customer to provide at least one review, wherein the message includes a link to an electronic review form and

-4-

activation of the link by the first customer causes the review form to be presented to the first customer;

receiving the review from the first customer electronically via the review form; ~~and~~

individually presenting the first customer review in a group of reviews to a second customer interested in the item; <u>and</u>

<u>automatically generating personalized recommendations for the first customer based, at least in-part, on the review, wherein the personalized recommendations are generated using a collaborative filtering process;</u>

wherein the item is a book and the estimated date is based at least in part on the length of the book.

14-17. (Canceled)

18.   (Currently amended) A method of requesting a review of a purchased item, the method comprising:

receiving over a network a customer order for an item purchased from an electronic catalog;

~~inferring~~ <u>automatically generating an estimate</u>, using information stored in an electronic database, <u>of</u> when the customer has <u>or will have</u> evaluated the item<u>, said estimate</u> based at least in part on ~~one or more of~~ <u>(a)</u> a characteristic of the item<u>, and/or</u> <u>(b)</u> a subsequent purchase of another item;

providing over the network an electronic review request <u>to the customer, said review request being provided to the customer</u> in response to at least the ~~inference~~ <u>estimate, and being provided</u> at a time spaced apart <u>in time</u> from the order <u>by an amount sufficient for the customer to evaluate the item</u>, wherein the review request requests that the customer provide a review of the purchased item and includes a link to an electronic review form; ~~and~~

receiving the review electronically via the electronic review form; <u>and</u>

<u>automatically generating personalized recommendations for the customer using a collaborative filtering process, said personalized recommendations based, at least in-part, on the review;</u>

wherein the item is a video and the act of ~~inferring when the customer has~~ ~~evaluated the item~~ automatically generating the estimate is related to an estimated time until the customer has viewed the video.

19.   (Original) The method as defined in Claim 18, further comprising verifying that the received review is from a customer that ordered the item.

20.   (Currently amended) The method as defined in Claim 18, wherein the review [[is]] comprises a textual review including a plurality of words entered by the customer, and the method further ~~comprising~~ comprises presenting the received textual review to other customers in conjunction with an indication that the textual review is from a purchaser of the item.

21.   (Previously presented) The method as defined in Claim 18, where the received review is provided to other customers in association with a name of the customer that provided the review.

22.   (Currently amended) The method as defined in Claim 18, where the received review is used to recommend other items represented in the electronic catalog to the customer.

23.   (Original) The method as defined in Claim 18, where the received review is used to recommend the item to other customers.

24.   (Currently amended) The method as defined in Claim 18, where the ~~inference~~ estimate is based at least on an estimation of how long the evaluation of the purchased item will take.

25.   (Original) The method as defined in Claim 18 where the review request is selectively delivered on one of a weekend and a holiday.

26.   (Canceled)

27.   (Currently amended) The method as defined in Claim 18, where the ~~inference~~ estimate is based at least in part on the customer ordering a second item.

28.   (Currently amended) The method as defined in Claim 18, further comprising presenting to the customer a list of items purchased by the customer and ~~asking the customer if~~ ~~the customer wants~~ prompting the customer to review one or more of the listed items.

29.   (Previously presented) The method as defined in Claim 18, further comprising offering the customer a financial reward to be provided after receiving the item review.

30.   (Currently amended) A method of requesting a review of a purchased item, the method comprising:

receiving over a network a customer order for an item purchased from an electronic catalog;

~~inferring~~ automatically generating an estimate, using information stored in an electronic database, of when the customer has or will have evaluated the item, said estimate based at least in part on ~~one or more of~~ (a) a characteristic of the item, and/or (b) a subsequent purchase of another item;

providing over the network an electronic review request to the customer, said review request being provided to the customer in response to at least the ~~inference~~ estimate, and being provided at a time spaced apart in time from the order by an amount sufficient for the customer to evaluate the item, wherein the review request requests that the customer provide a review of the purchased item and includes a link to an electronic review form; ~~and~~

receiving the review electronically via the electronic review form; and

automatically generating personalized recommendations for the customer using a collaborative filtering process, said personalized recommendations based, at least in-part, on the review;

where the item is a car and the act of ~~inferring when the customer has evaluated the item~~ automatically generating the estimate is related to an estimated time for the customer to drive a first amount.

31.   (Canceled)

32.   (Currently amended) A method of requesting a review of a purchased item, the method comprising:

receiving over a network a customer order for an item purchased from an electronic catalog;

~~inferring~~ automatically generating an estimate, using information stored in an electronic database, of when the customer has or will have evaluated the item, said estimate based at least in part on ~~one or more of~~ (a) a characteristic of the item, and/or (b) a subsequent purchase of another item;

providing over the network an electronic review request to the customer, said review request being provided to the customer in response to at least the ~~inference~~ estimate, and being provided at a time spaced apart in time from the order by an amount sufficient for the customer to evaluate the item, wherein the review request requests that the customer provide a review of the purchased item and includes a link to an electronic review form; ~~and~~

receiving the review electronically via the electronic review form; and

automatically generating personalized recommendations for the customer using a collaborative filtering process, said personalized recommendations based, at least in-part, on the review;

where the item is an audio recording and the act of ~~inferring when the customer has evaluated the item~~ automatically generating the estimate is related to an estimated time until the customer has listened to the audio recording.

33.   (Currently amended) A method of requesting a review of a purchased item, the method comprising:

receiving over a network a customer order for an item purchased from an electronic catalog;

~~inferring~~ automatically generating an estimate, using information stored in an electronic database, of when the customer has or will have evaluated the item, said estimate based at least in part on ~~one or more of~~ (a) a characteristic of the item, and/or (b) a subsequent purchase of another item;

providing over the network an electronic review request to the customer, said review request being provided to the customer in response to at least the ~~inference~~ estimate, and being provided at a time spaced apart in time from the order by an amount sufficient for the customer to evaluate the item, wherein the review request requests that the customer provide a review of the purchased item and includes a link to an electronic review form; ~~and~~

receiving the review electronically via the electronic review form; and

automatically generating personalized recommendations for the customer using a collaborative filtering process, said personalized recommendations based, at least in-part, on the review;

where the item is a book and the act of ~~inferring when the customer has evaluated the item~~ automatically generating the estimate is related to the type of book.

34.   (Original) The method as defined in Claim 18, where the item is a gift for a recipient and the review request is provided to the recipient.

35.   (Previously presented) The method as defined in Claim 18, where the review includes a textual review.

36-41. (Canceled)